

B2B digital ad spending: Three areas worth investment in 2015

Digital ad spending is predicted to reach [\\$140 billion in 2014](#), accounting for nearly a quarter of total media ad spending this year. Of that \$140 billion, \$33 billion (or 24 percent), will be spent on mobile ads. In fact, analysts project the mobile ad market to increase a whopping 85 percent from 2013. So what does this mean for B2B marketers?

Digital marketing is rapidly evolving, and B2B marketers need to catch up. Here are three main areas of investment B2B marketers should pay attention to in 2015:

Mobile Marketing

[According to AdAge](#), overall mobile marketing investment nearly doubled from 2013 to 2014. Even though B2B marketers have increased mobile budgets over the last year, it's still not enough as the increased smart phone that characterizes consumer media habits also translates to B2B audiences. Marketers must respond by shifting their focus. Here are a few ways in which B2B marketers can maximize on their mobile presence:

- Optimize your mobile site and make sure to have a responsive design that adjusts for tablets, too. If your company doesn't have a responsive site, it should be a top priority. Think of the audience you're missing!
- Make it "social friendly." Is it easy to share content on your website? Can you quickly link out the article to a social media platform? These features make it more likely for a potential customer to read and share your material. Never underestimate the power of social reach.
- Keep apps in mind. Chances are, if a customer looks up a brand on Facebook or LinkedIn, they are using the platform's mobile app. Take a look at how these mobile apps display content and make sure those profiles are thorough, comprehensive and displayed correctly.

If mobile use and mobile marketing increase in the next year, then content marketing and social marketing budgets must also rise. Why? Because [users](#) are projected to consume more content and use more social media on mobile than any other device.

Content Marketing

Content marketing is a great way for businesses to position themselves as industry leaders and create value for potential customers. It also allows businesses to grow the brand beyond the scope of their product offering. Research reports, white papers, infographics and other useful, "skimmable" content that can be disseminated on social media is an efficient and effective way to display your business.

Content marketing is also a fast-growing trend. Here are some fast facts from [AdAge](#) and [Marketing Profs](#):

- 63 percent of B2B marketers plan to increase their content marketing budget in the next 12 months
- 23 percent of B2B marketers plan to more than double their spending on content marketing in the next 12 months
- What kind of content was used in 2013?
 - 63 percent of B2B marketers used whitepapers
 - 59 percent used webinars/videos
 - 53 percent used e-books

Specialized Social Marketing

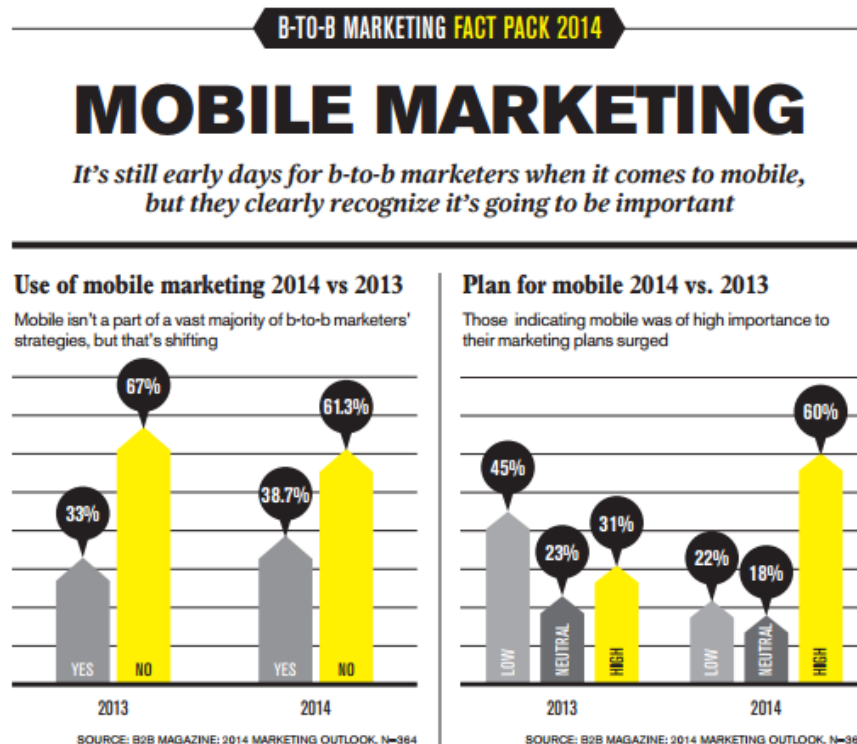
For B2B brands, posting the same content on every social media platform is not an effective means of engaging with your audience. The same applies to digital advertising. Marketers need to understand the differences between each site's audiences and customize content appropriately for each platform.

[For example, LinkedIn gives B2B marketers a great way to target audiences in specific industries and jobs.](#) Sponsored updates and precision marketing tailored to the industry, company, function, title and location allows B2B marketers to know exactly where those digital ad dollars are being spent. This enables marketers to modify content for specialized advertising, making each member of the audience feel like they are approached as an individual customer. The same concept applies for sites like Twitter and Facebook. Research who uses which platform and determine the type of content that interests each audience the most.

However, simply having content to market and distribute is not enough. Marketers need a content strategy. Here are some questions to consider if you want to have an effective B2B digital marketing strategy:

- Is your content part of a short-term goal (for example: a product launch or event campaign) or is it part of a long-term project (for example: establishing credibility in the industry or brand awareness)?
- Are you trying to reach existing customers, or reach new audiences?
- On which communication channels will the content be distributed? (e.g. website, e-blasts or social media platforms)
- Is your content strategy taking mobile and social media into account?

Do you have any other advice for B2B digital marketers as we look ahead to 2015? Comment below and let us know! We love feedback.



Source: [Ad Age's BtoB Fact Pack 2014](#)